

ELEVATE

PARTNER PROGRAM

FY21 RESELLER PROGRAM GUIDE

SUCCESS TODAY | BUILT FOR TOMORROW

Welcome

When it comes to the enterprise cloud market opportunity, your expertise makes all the difference.

With the Nutanix Elevate Partner Program, we have developed a modern framework that emphasizes your competencies to sell and support the Nutanix portfolio, and delivers substantial rewards when you deliver successful business outcomes to customers. Purpose-built for all Nutanix partners to deliver software sales and consultative services under one program, Elevate provides an architecture to simplify your engagement with Nutanix every step of the way.

Your skills and capabilities not only define your business today, but also set its direction for tomorrow.

Whatever your future is set on, own it with Nutanix.

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Program Competency Level Structure

The Nutanix Elevate Partner Program is a competency-based program. The program is designed to reward partners who develop deep skillsets around selling, delivering, and developing services around the Nutanix Portfolio.



Authorized Partner

Those early in their Nutanix partnership who have signed a partnership agreement and have started to obtain fundamental sales and technical competencies.



Cloud Professional

Partners who have invested in their Nutanix expertise, through sales and technical training and certifications, who can develop integrated solutions around Nutanix solutions.



Cloud Champion

Nutanix experts with deep sales, technical and services delivery competencies who consistently sell the full Nutanix portfolio.

Zone 1		Zone 2		Zone 3
Americas	Canada	APAC	Hong Kong	All countries not in Zones 1 & 2
Americas	United States	APAC	South Korea	
APAC	Australia	APAC	Taiwan	
APAC	China	APAC	Thailand	
APAC	India	EMEA	Italy	
APAC	Japan	EMEA	Netherlands	
APAC	Singapore	EMEA	Switzerland	
EMEA	France			
EMEA	Germany			
EMEA	United Kingdom			

We engage and evaluate our partnerships within geographical Zones. Zones are based on the size of the market in each region and are defined by market opportunity and historical business activity.

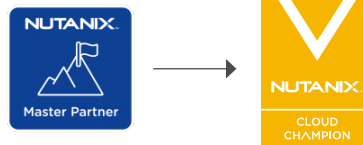


Grandfathering of Tiers

As we move to competency levels within the Elevate Partner Program, the partner's initial level is based on the checkpoint results through the end of Nutanix FY20, July, 2020.

Master Partners

- Will have until the end of Nutanix FY21, July 31, 2021, to obtain any missing services certifications



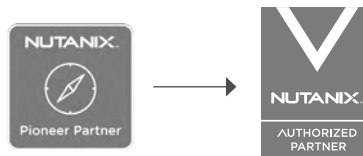
Scaler Partners

- Will have until the end of Nutanix FY21, July 31, 2021, to obtain any missing services certifications



Pioneer Partners & Provisional Pioneers

- Will show as Authorized Partner and have until the end of FY21 Half (1H), January 31, 2021, to obtain missing sales or technical certifications to become Cloud Professional Partners
- During this time partners that were Pioneer as of the FY20Q4 checkpoint results are eligible to continue claiming the 2% New Customer Acquisition Rebate



Registered Partner

- No defined program benefits previously, and will become an Authorized Partner



Program Requirements and Checkpoint Timeline

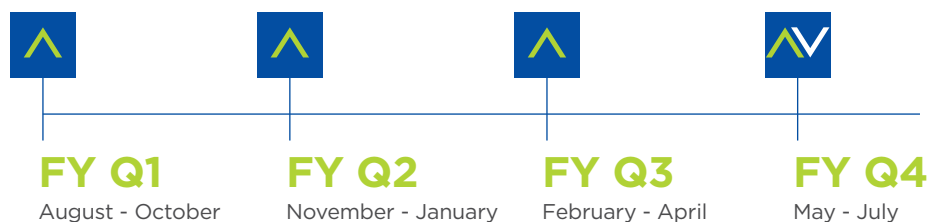
Program Requirements

CLOUD PROFESSIONAL				
Competencies	Zone 1	Zone 2	Zone 3	
SALES Nutanix Certified Sales Representative - NCSR <i>(Complete Levels 1-3)</i>	4	3	2	
TECHNICAL Nutanix Certified Systems Engineer - NCSE: Core <i>(formerly NCSE Level 1)</i>	3	2	2	

CLOUD CHAMPION				
Additional Competencies	Zone 1	Zone 2	Zone 3	
SALES Nutanix Certified Sales Representative - NCSR <i>(Complete Levels 1-3)</i>	4	3	2	
Nutanix Certified Sales Expert - NCSX	2	1	1	
TECHNICAL Nutanix Certified Systems Engineer - NCSE: Core <i>(formerly NCSE Level 1)</i>	3	2	2	
SERVICES Nutanix Certified Professional - Multicloud Infrastructure - NCP-MCI <i>(formerly NCP)</i>	2	2	1	
Nutanix Certified Specialist (Consulting) - NCS C*	2	2	1	

Checkpoint Timeline

Partners can be promoted at the end of each quarter if they have met requirements from a higher competency level. Level demotions are only performed at the fiscal year end or when a new requirement is being reviewed. Partner levels are not adjusted outside the quarterly checkpoints.



NOTE *Partners with NCPI or NCS have until the end of FY21 (July 31, 2020) to obtain their NCS C.

Additional Requirements

Partner Agreement

All partners must be enrolled in the Nutanix Partner Network, have accepted the Nutanix reseller terms and conditions and currently be in good standing to qualify for Nutanix Elevate Program benefits.

Program Compliance

As a Nutanix partner, we encourage you to conduct all business engagements with integrity, to be ethical and accountable with your customers and Nutanix.

Program Non-compliance

- To make sure that partners are operating at the appropriate Elevate Partner Program competency level, the Nutanix Channel Sales and management team will conduct quarterly checkpoints to determine compliance. Partner competency levels may be adjusted based on the results.
- Checkpoints will review all requirements outlined on the Requirements & Checkpoint Timeline.
- Notwithstanding the foregoing, Nutanix has the right to terminate this Program and the Nutanix Partner Network Program agreement in accordance with the terms of the agreement.

Regional Requirements

There may be incidents where partners will need to abide by additional regional program requirements. Your local regional Nutanix sales team will provide information to you if you have additional regional requirements.

Training and Certified Requirements

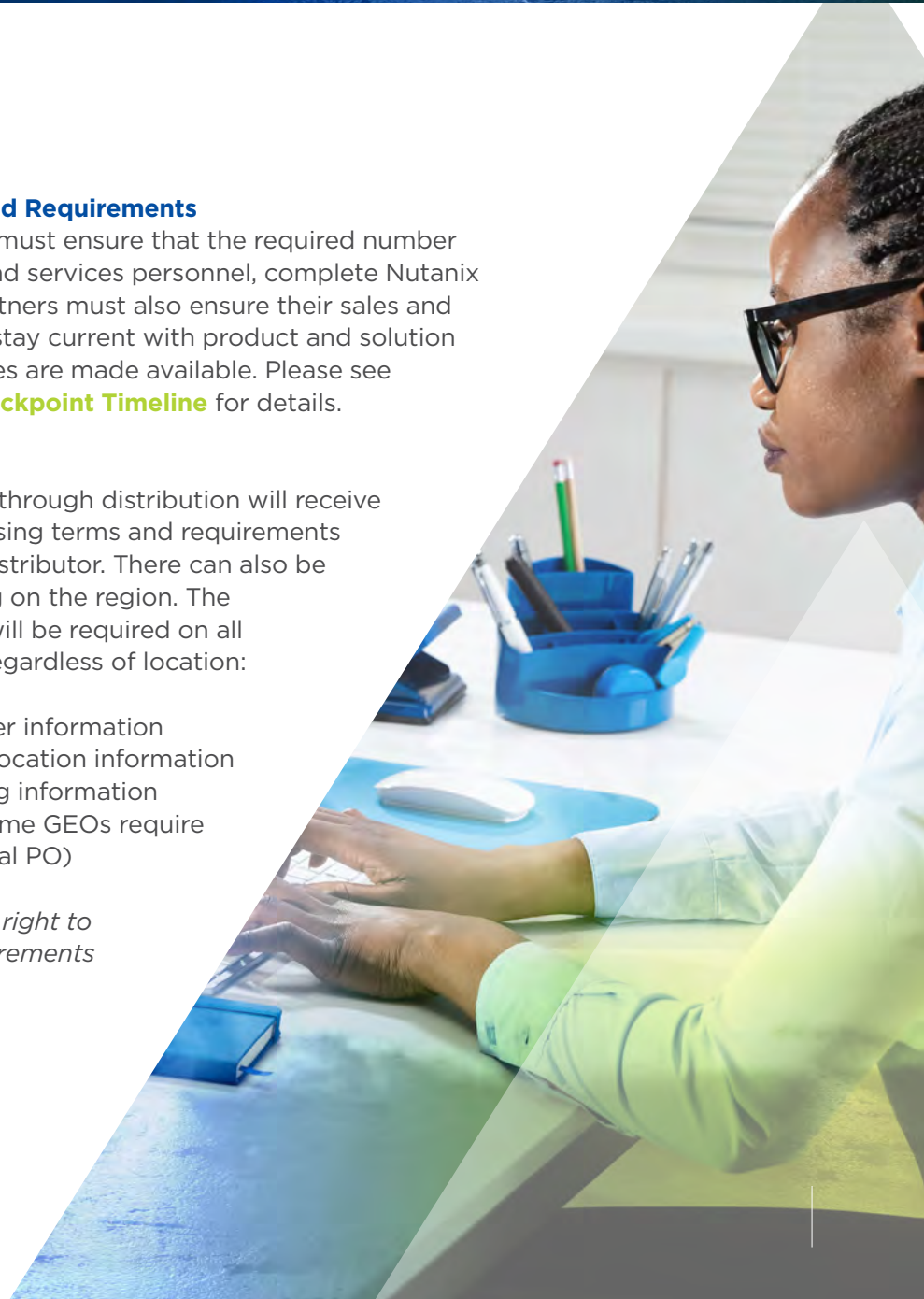
Partners at all levels must ensure that the required number of sales, technical, and services personnel, complete Nutanix product training. Partners must also ensure their sales and technical personnel stay current with product and solution training when updates are made available. Please see [Requirements & Checkpoint Timeline](#) for details.

Purchase Orders

Partners purchasing through distribution will receive their specific purchasing terms and requirements from their elected Distributor. There can also be variations depending on the region. The following elements will be required on all Nutanix purchases regardless of location:

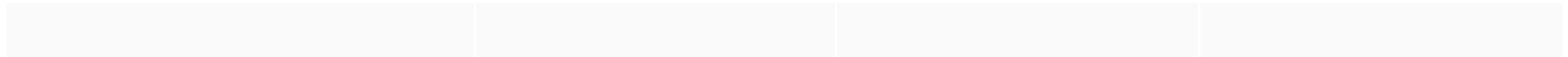
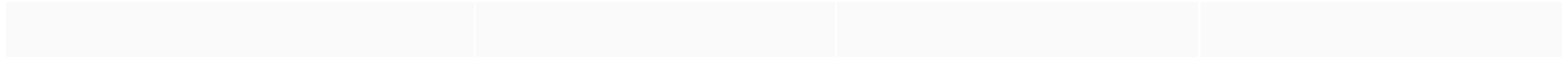
- Complete End-User information
- Complete Install Location information
- Complete Shipping information
- End-User PO# (some GEOs require a copy of the actual PO)

Nutanix reserves the right to change the PO requirements at any time.

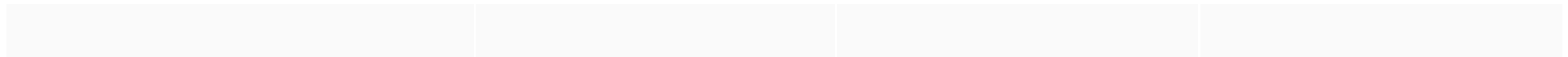
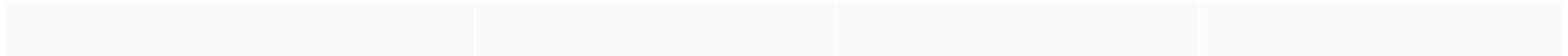
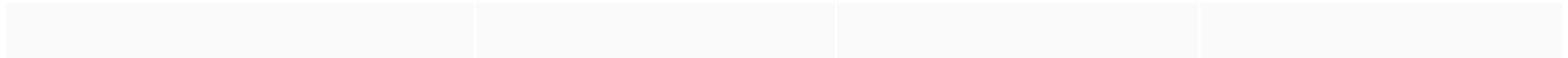


Program Benefits

Elevate competency levels are built to reward partners who develop deep sales, technical, and services skill sets to deliver successful customer outcomes with the Nutanix portfolio. We offer simplified pricing structures, deal registration, incentives and rebates that enable you to increase profits, revenues and margins while closing business faster.



Achtung: Die Benefits werden nur auf Anfrage über nutanix@adn.de bereitgestellt.



Performance+ Deal Registration

The Performance+ Deal Registration Program is a simplified, highly-modernized program that replaces our previous deal registration process. With Performance+, there is no ambiguity related to pricing, and your pricing advantage is consistent across deals.

Every Nutanix deal has a registration that is identified as either a Channel Initiated Deal (CID) or a Nutanix Initiated Deal (NID).

With CID, when you bring a deal to Nutanix, you will receive the highest partner pricing advantage. NID will offer a basic partner pricing advantage, and our sales team will assign the appropriate partner to work with on the deal.

[Learn more](#)



Global Program Incentives Summary

Achtung: Die Benefits werden nur auf Anfrage über nutanix@adn.de bereitgestellt.



[Visit Nutanix Partner Rebate Center](#)

The Nutanix Partner Rebate Center is the central location for your Nutanix Partner incentive needs. Through the Nutanix Partner Rebate Center you can view and manage your current programs. Above are incentive summaries only, please reference full terms and conditions and other details on the Promo and Incentives page on the Nutanix Partner Portal.

[Learn More](#)



How to Access Nutanix Training

Your Nutanix journey

Your Nutanix training and certification journey begins on the enhanced Partner Portal. The Learn page is your centralized hub to access Nutanix training, certifications, and enrichment content located on Nutanix University.

[Access](#)

All of the Nutanix training for both sales and technical professionals on Nutanix University enables you to effectively deliver the value of Nutanix solutions to your customers. A majority of the training is offered on-demand and is broken into convenient segments making it easy to complete.

Within Nutanix University you can see the latest news and releases pertaining to Nutanix training and certifications. And within the Partner Portal you can view your real-time Nutanix certifications to track your learning progress.

For any additional training specific questions, please contact education@nutanix.com



Competencies

Sales Certifications



Nutanix Certified Sales Rep (NCSR) Level 1:

Delivered as a self-paced modular eLearning experience with less than 2 hours of content. This course will cover the basic hyperconverged infrastructure concepts, overview of the Nutanix product portfolio and how to articulate the value of the Nutanix.

[Enroll](#)



Nutanix Certified Sales Rep (NCSR) Level 2:

This eLearning course dives deeper into the Nutanix product portfolio and how to sell and differentiate Nutanix products to your customers. There is an emphasis on how to sell to different solutions and vertical markets.

[Enroll](#)



Nutanix Certified Sales Rep (NCSR) Level 3:

In this final level you'll identify upsell and crosssell opportunities while learning how to leverage key alliance partners. The course also focuses on utilizing customer success stories and how customers have benefited to help you close strong with different buyer personas.

[Enroll](#)



Nutanix Certified Sales Expert (NCSX):

This is by nomination from your Nutanix Channel Sales team. You will present in front of a panel of Nutanix experts and demonstrate how you deal with sales challenges.

[Download Blueprint Guide](#)

Technical Certifications



Nutanix Certified Systems Engineer-Core (NCSE-Core):

This technical pre-sales certification validates that you have demonstrated the knowledge and ability to evangelize, size, propose, and handle competitive objections for core solutions on the Nutanix Enterprise Cloud platform.

The NCSE-Core certification replaces the previous partner technical certifications: NCSE Level 1 and NCSE Level 2.

[Download Exam Blueprint](#)

Competencies

Services Certifications



Nutanix Certified Professional - Multi Cloud Infrastructure (NCP-MCI):

NCP-MCI 5.x certification holders have demonstrated the skills and knowledge to manage Nutanix AOS nodes, blocks, and clusters in the datacenter. Earning it validates your ability to deploy, administer, and troubleshoot Nutanix AOS, proving your mastery of key concepts from VM management to lifecycle operations.

Please note, this is the same certification formerly called NCP 5 - just with a new name to better reflect the technology and skills reflected by its holders.

[Download Exam Blueprint](#)



Nutanix Certified Services, Consultant (NCS C):

This certification exam tests your skills and abilities deliver cluster deployment services. Successful NCS C candidates are able to assess customer environments, collect appropriate data, complete sizing and effectively present solutions. The exam is delivered in a remotely proctored environment to add security and help ensure the seriousness, authenticity, and credibility of the certification.

[Download Exam Blueprint](#)



Proposal-Based MDF

Market Development Funds (MDF)

Cloud Professional and Cloud Champion partners can access the Nutanix Market Development Funds (MDF) program, to help them promote Nutanix products through awareness-building, lead-generation, recruitment and education activities. We have also designed co-marketing materials and programs that you can use as part of your marketing initiatives.

Eligible Activities

- Advertising
- Training, seminars & webinars
- Tradeshows and events
- End-user workshops
- Executive roundtable
- User group
- Collateral development
- Direct marketing
- Nutanix-branded giveaways
- Telemarketing
- Partner internal event 'sponsorship'
- Partner Program approved by Nutanix
- Funded headcount

Ineligible Activities

- Purchasing of Nutanix products and services
- Demo equipment purchases, NFRs, etc.
- Special pricing, promotional cash discounts, vouchers or products
- Partner margin enhancement
- Charitable contributions without the prior approval of Nutanix
- Partner infrastructure costs, office space, furniture, IT systems, general operating costs, CapEx expenditures, etc.
- Others at the discretion of Nutanix

MDF funding is discretionary and proposal-based. Funding is a 50/50 split unless otherwise agreed to in-writing by both parties. This program is at the complete discretion of the Nutanix Channel team and Senior Channel Management.

Partner Eligibility

The Partner must be in good standing with a current signed agreement and agree to all terms and conditions of the MDF Program. The Partner will be required to work with their Channel team to develop a Marketing Plan as part of their annual Business Development Plan.

Program Terms

- All MDF requests must be made using the online MDF Request Form at least 30 days prior to the start of a campaign, activity or event.
- The Partner agrees to provide all required proof of performance documentation with the request for reimbursement. Failure to submit proof of performance, invoice, detailed receipts illustrating proof of spend in the manner and time outlined above can cause a delay or rejection in reimbursement.
- The Partner has sixty (60) days post-completion of the activity to submit a claim. NOTE: No claims will be accepted after 60 days.

For full details of the end-to-end MDF process, as well as MDF terms and conditions, visit the MDF Page on the Partner Portal.

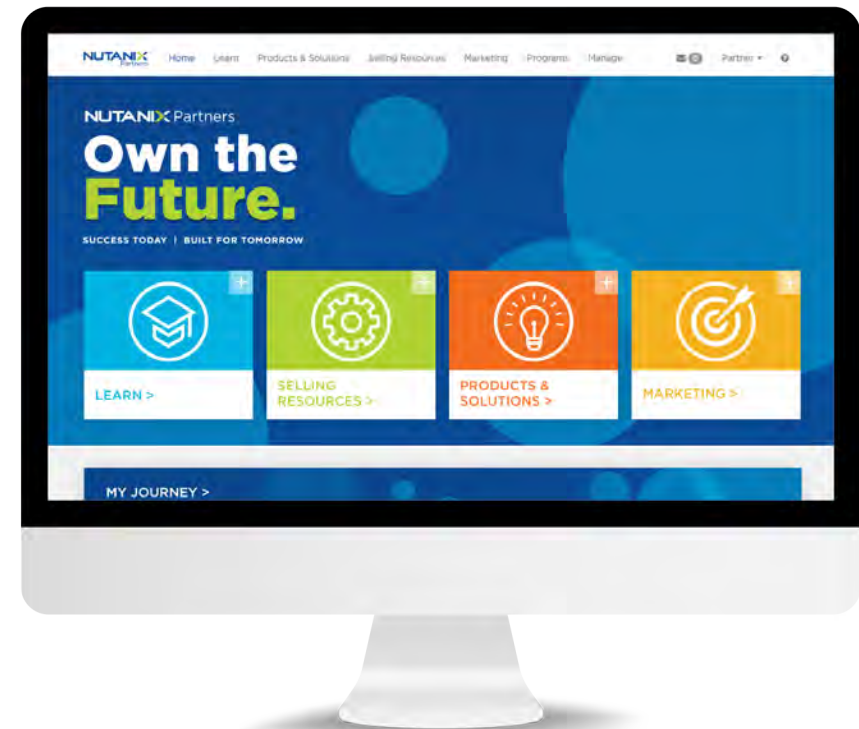
[Learn more](#)

Resources

As a valued partner, leverage these resources to help you learn, market, and sell Nutanix products and solutions better and faster.

The enhanced Nutanix partner portal is the one-stop location for all partner news, enablement, marketing, and sales tools. With the launch of the updated Partner Portal, experience new features such as the integrated content library, business intelligence reporting, and XPAND partner demand center access for all.

Explore the Portal



Resources

Learning Resources



Nutanix University

Access Sales and SE certification courses as well as online and instructor-led training.



Partner XTRIBE

Get rewarded and enabled by completing fun challenges to test your Nutanix skills.



Partner Webinar Library

Access and view on-demand sales, technical, and marketing-based webinars exclusively for our partner community.



Partner NewsCenter

The latest and greatest partner news on Nutanix products, programs, and incentives.

Selling Resources



Deal Registration Portal

Submit and view your Nutanix deal registrations to better manage your business and protect your opportunities.



Nutanix Test Drive

Test Drive Nutanix products and features through a guided, real-time experience.



Nutanix Sizer

Create design scenarios, size workloads and download BOM.



Partner Collateral Library

Integrated with Nutanix's internal sales content management system, access the same product/solution assets and enablement content as Nutanix sellers.

Marketing Resources



XPAND Partner Demand Center

Automated digital demand platform: Create full funnel campaigns, send custom, co-brandable Nutanix demand generation content and syndicate rich social media content to your prospects, plus get real-time notifications of the leads they generate.



Partner Locator

The Locator lets customers search for a Nutanix partner in their area, providing information to customers around the varied skills, certifications, and specializations each partner offers. Partner Portal admins can modify your Locator information. Please note a new and enhanced Partner Locator will be launched later in Fall 2020.

Terms and Conditions

Compliance with Laws

As a Nutanix Partner, you are required to conduct your business and any transaction that involves Nutanix with integrity and in compliance with all anti-corruption, anti-bribery laws and applicable rules and policies in countries, regions or territories where you conduct business.

Each party represents that it has not and will not violate any applicable laws in relation to the receipt or spend of MDF or incentive program compensation. Furthermore, each party represents and warrants that it has not and will not violate any applicable anti-corruption law in relation to the receipt or spend of any funds or compensation from Nutanix.

Intellectual Property Rights

Nutanix does not grant its Partners any ownership or other interest in any copyrights, patents, trademarks, know-how, inventions and trade secrets (Intellectual Property), including its and registrations and applications of its Intellectual Property.

Limitation of Liability

Nutanix shall not be liable for any loss of profits or for special, consequential, incidental, indirect, reliance, punitive or exemplary damages, either in contract or tort, whether or not the possibility of such damages was disclosed to, or could have been reasonably foreseen by Nutanix, which result from or relate to, a Partner's participation in the Elevate Partner Program.

Taxes

Each party is responsible for its own respective income taxes or taxes from MDF funds or other incentive program compensation based upon gross revenues, including but not limited to, business and occupation taxes. Partners shall be responsible for any and all applicable taxes related to its receipt of the Nutanix contribution, including but not limited to any sales, use, goods and services, consumption, business, value added, or other taxes or comparable levies, transaction privilege taxes, gross receipts taxes, net receipt taxes, any withholding taxes and other charges such as duties, customs, tariffs, imposts, contributions and other government-imposed surcharges.

The information contained in this Partner Program Guide supplements the Nutanix Partner Network Agreement. It includes an overview of the Partner Program, its benefits and requirements. Decisions made by Nutanix regarding the Elevate Partner Program are made at Nutanix's sole discretion. Nutanix reserves the right to update this Program as needed and information in this document is subject to change. If you have questions regarding Elevate Partner Program specifics, please contact your Nutanix Channel Sales team.

Contact Us

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SEPTEMBER 11, 2020

The logo features the word "ELEVATE" in a bold, white, sans-serif font. The letter "V" is stylized with a yellow-to-green gradient. Below "ELEVATE" is the text "PARTNER PROGRAM" in a smaller, white, all-caps, sans-serif font. The entire logo is centered within a large, glowing, double-lined diamond shape that transitions from blue on the left to green on the right. The background is a dark blue sky with white clouds, and a road with white dashed lines is visible at the bottom right.